

## **A STUDY ON ENTREPRENEURIAL ATTITUDE AMONG COLLEGE STUDENTS IN TIRUPUR CITY**

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### **INTRODUCTION OF THE STUDY**

The entrepreneurship is the development of business from the ground up- coming up with an idea and training into a profitable business. The shortage of job opportunities in the formal sector in one of the major problems faced by the graduates in the country. Because of this shortage entrepreneurship was viewed with great interest and encouraged ever since in a many economy. In developing and under developed economies internationally entrepreneurship is deemed to be of vital important for economic development and growth. If we want entrepreneurship to be considered as a potential career or job option, we have to raise the level of awareness about entrepreneurial qualities among general public and students.

. The third world policy makers are especially interested in entrepreneurship and its noticeable economic impact on developing societies they view entrepreneurship, small business venturing and job creation as a counterbalancing high unemployment, slow economic growth and high birth rates prevailing in much third world economy. Entrepreneurship is currently fashionable in many developed countries.

Entrepreneurship development today has assumed great significance as it is a key to economic development. The objective of industrial development, regional growth and employment generation depend upon entrepreneurial development. Entrepreneurs are the seed of industrial development and its fruits are greater employment opportunities, increase in per capita income, higher standard of living and balanced regional development.

Entrepreneurs have altered the direction of national economies, industries and markets. They have invented new products and developed organizations and the means of production to bring them to market. They have introduced quantum leaps in technology and more productive uses of the existing resources. They have forced the reallocation of

resources away from existing users to new and more productive uses. Many innovations have transformed the society and altered the pattern of living and it introduced services or creates new service industries.

### **STATEMENT OF THE RESEARCH PROBLEM:**

The current emerging market scenario, the government of India and the concern state government are providing lot of assistance and support to the educated youth for empower them through self-employment. And introduced lot of products and scheme like, make in India, start-up India, stand-up India and start-up villages for generating more employment opportunities within the country. So the college students hope the entrepreneurial career is the safest in future. So the study attempts to investigate the student attitude towards entrepreneurship.

### **SIGNIFICANCE OF THE STUDY:**

Entrepreneurship plays a very important role in terms of generation of Employment opportunities, ensuring balanced economic development. Entrepreneurial Development accelerates the growth of MMSMEs in India. These enterprises are expected to be more innovative and make the industrial sector to compete in the global market effectively. The advantage of entrepreneurial education leads to freedom, flexibility, growth and development. It also develops leadership quality.

### **SCOPE OF STUDY:**

The study aims to covers the attitude of the college students towards entrepreneurship and it focuses on student awareness towards entrepreneurship. And the study used to identify different type of perceived barriers faced by the students while selecting entrepreneurship as a future career.

### **OBJECTIVE OF STUDY:**

- To know the student awareness towards entrepreneurship.
- To investigate the factors influencing students attitude towards entrepreneurship.
- To identify the motivational factor of selecting entrepreneurship.
- To find the different type of perceived barriers faced by college students.

### **RESEARCH METHODOLOGY:**

#### **1. Area of Study:**

They are considered for the study in Tirupur city.

## 2. Sampling Techniques:

The sampling techniques used for the study is purposive sampling techniques.

## 3. Sample Size:

Data was collected from 100 respondents studying in various colleges in Tirupur city.

## 4. Source of Data:

The data collection method is an integral part of a project report. The data collected with the help of questionnaire.

### 1) Primary Data

Primary data being the original data. A structured questionnaire I used with the objective of gathering information on student's attitude towards entrepreneurship.

### 2) Secondary Data

Various publications, different journals, articles related to the subject under study, websites, magazines and other materials were utilized.

## STATISTICAL TOOLS:

The data collection from the respondents had been tabulated and then subjected to statistical analysis to enable judgments. In this study, the following analysis had been used by the researcher.

- Percentage analysis
- Chi-square analysis
- Ranking analysis
- Point analysis

**Hypotheses H1:** There is a significant relationship between educational qualification and Area of study you belong to.

**Hypothesis H2:** There is significant relationship between occupational status and monthly income.

## REVIEW OF LITERATURE

Fasla N.P (2017) in his study he analyzes the attitude of students towards entrepreneurship, and to study various types of barriers faced by the students while selecting entrepreneurship as a career. It aims to find the government policies for attracting

the students for entrepreneurship and to suggest suitable measures to encourage entrepreneurship among students. The study concludes that a large part of students are interested in this area.

S.Arunkumar, J.Jose praphu S.Divya, V.Sanavi(2018) in their study on “Entrepreneurial attitude among college students .The study revealed about the over all students attitude towards entrepreneurship significantly influenced by the over all positive attitudes towards entrepreneurship by the following factors. The academic institution should encourage students consider entrepreneurship, Running own business will have more flexibility in one’s personal life. There are a lot of option to obtain profit through entrepreneurship students feel that it is too risk to start their own business, students are willing to take a risk in their life. The researchers suggested the academic institution should encourage students to consider entrepreneurship, and they will run their own business to have more flexibility in their personal and family life.

S.Arunkumar, et al (2018) aims to study the association between the attitudes and opportunities of entrepreneurship and to identify the entrepreneurs behavior between entrepreneurial attitude and culture in the institution. They concluded that the academic institution should provide various programs to encourage the students to become entrepreneur. The students consider it as a career option, and it will provide them a profit.

It results that the education system also affects entrepreneurship in students. Availability of labor and capital, family background, society, corruption and government policies are also affects in new venture creation. Hence it result that the students attitude towards entrepreneurship is very good. The study also suggests that the government and concerned authorities take remedial action to solve these problems.

## **DATA ANALYSIS AND INTERPRETATION**

**HYPOTHESIS H1:** There is significant relationship between educational qualification and area of study you belongs to.

**Table No.1**

### **RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND AREA OF STUDY:**

<b>EDUCATIONAL QUALIFICATION</b>	<b>Commerce</b>	<b>Management</b>	<b>Science</b>	<b>Engineering</b>	<b>Total</b>

UNDER GRADUATE	62	4	2	1	69
POST GRADUATE	19	7	3	-	29
DIPLOMA	2	-	-	-	2
SSLC/HSC	-	-	-	-	0
<b>TOTAL</b>	<b>83</b>	<b>11</b>	<b>5</b>	<b>1</b>	<b>100</b>

$$\text{CHI SQUARE}(X^2) = \frac{(O-E)^2}{E}$$

E

$$\begin{aligned} \text{DEGREE OF FREEDOM} &= (r-1)*(c-1) \\ &= (4-1)*(4-1) \\ &= 3*3 \\ &= 9 \end{aligned}$$

**Level of significance =5%**

**Table value = 16.916**

The calculated value (10.36307) is less than the table value at 5% of significance level and 9 degree of freedom (16.916). Therefore the null hypothesis is accepted and alternative hypothesis is rejected.

**HYPOTHESIS H2:** There is significant relationship between occupational status and are monthly income.

**Table No.2**

**RELATIONSHIP BETWEEN OCUPATIONAL STATUS AND MONTHLY INCOME:**

OCCUPATIONAL STATUS	BELOW-10000	10001-20000	20001-40000	ABOVE 40000	TOTAL
SELF-EMPLOYED	14	12	11	3	40
SALARIED	11	20	11	2	44
PROFESSIONAL	4	12	-	-	16
<b>TOTAL</b>	<b>29</b>	<b>44</b>	<b>22</b>	<b>5</b>	<b>100</b>

$$\text{CHI SQUARE}(X^2) = \frac{(O-E)^2}{E}$$

E

$$\begin{aligned}
 \text{DEGREE OF FREEDOM} &= (r-1)*(c-1) \\
 &= (3-1)*(4-1) \\
 &= 2*3 \\
 &= 6
 \end{aligned}$$

**Level of significance =5%**

**Table value = 12.592**

The calculated value (11.693) is less than the table value at 5% of significance level and 9 degree of freedom (12.592). Therefore the null hypothesis is accepted and alternative hypothesis is rejected.

**TABLE NO: 3**

**RANKING OF ENTREPRENEURSHIP AS A CAREER BARRIES**

Ranking of entrepreneurship career	I	II	III	IV	V	AVERAGE	RANK
Lack of capital	44	29	13	14	10	393	I
Government rules and regulations	23	49	17	8	3	386	II
High interest on bank loans	23	26	28	6	17	332	IV
Lack of business knowledge	20	28	26	7	9	313	V
Family back ground	25	42	12	8	13	358	III

**SOURCE: PRIMARY DATA**

The above shows that out of 100 respondents, majority of their respondents ranked Lack of Capital as the First and Government rules and regulation as Second and Family back ground as third and High interest on bank loans as fourth and Lack of Business knowledge as fifth as the entrepreneurship career.

**FINDINGS:**

78% of the respondents are in the age group of 18-21 years. From the analysis it was found that 87% are female and remaining people are male and majority are unmarried and belongs to nuclear family. Majority comes under ( Rs10001-20000) monthly income of family. Most of the respondents liked to commence business as sole proprietorship. **Most of them** agree that there is a difficulty in getting finance/ loans for starting a new business.

- ❖ There is some relationship between Educational qualification and area of study.
- ❖ There is some relationship between occupational status and monthly income.
- ❖ Entrepreneurship as a career barriers of Ranking lack of capital is 1<sup>st</sup> Rank ,Government rules and regulation is 2<sup>nd</sup> ,Family back ground is 3<sup>rd</sup> ,High interest on bank loan is 4<sup>th</sup> Rank, Lack of business knowledge is 5<sup>th</sup> Rank.

**SUGGESTION:**

- ❖ Some of the respondents are not aware about the business opportunities. There is lot of entrepreneurship training and development program are conducted by various institution and both the central and state government. The students and the graduates have to attend these various Kinds of entrepreneurship training program to gain knowledge in entrepreneurship.
- ❖ The new start-up business concerns are need not to pay tax for first seven years, however maximum utilize this opportunity.
- ❖ The existing government are introduced various schemes for women empowerment, like stand-up India and some subsidy loans. So suggest them to utilize these kinds of schemes announced by the central and state government.

**CONCLUSION:**

Education should lead to empowerment of people and economic independence at all levels, Growth of microenterprises is essential to achieve this goal. Entrepreneurship development should from an essential from of human resource development at different levels of education. Inputs for Entrepreneurship development should be integrated effectively at all levels of education. Entrepreneurial awareness and motivation is essential for all these students in educational main streams. Case studies, stories, video films, entrepreneurship awareness camps and motivational lectures who may like to act as mentors and guides for development first generation entrepreneurs among the educated youth will certainly prove to be beneficial. This study concluded that most of the students

are willing to start their own business. But majority of them fear about chance of failure.

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